GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1325
ANSWERED ON:21.08.2007
PROMOTION OF ASSAM TEA
Subba Shri Moni Kumar

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether `ASSAM-TEA` has been given a special brand name with a view to promoting the Tea industry of Assam;

(b) if so, the details in this regard;

(c) the quantum of exports of Assam Tea during 2004-05, 2005-06, 2006-07 and during the current year; and

(d) other steps taken/proposed to be taken to boost exports thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a) & (b): Yes, Sir. Tea Board has given special brand name to Orthodox Teas of Assam region as `Assam Orthodox`. Assam teas are promoted through Board`s promotional programmes and activities as well as trade fairs internationally.

(c): The origin wise exports of tea are not maintained by the Tea Board as teas are exported mainly in blended form either in bulk or in packets. However, export of tea from International Container Depot (ICD), Aminagaon(Assam) for the year 2004-05, 2005-06, 2006-07 and during the current year is as under:-

Year	Quantity (Mn kg)	Value (Rs. Crores)
2004-05	20.31	183.89
2005-06	20.39	191.24
2006-07 #	28.14	265.48
2007-08 # (Apr-June)	2.17	23.41

#Estimated

d): The steps taken /proposed to be taken to boost exports of tea from India are as follows:-

The Tea Board is taking various measures to boost the export of tea which include conducting promotional activities in the foreign markets and also lending promotional support to Indian tea exporters in their marketing efforts.

The Govt. has introduced a scheme for providing incentive for production of orthodox tea for ensuring the availability of export quality orthodox tea in adequate quantities.

The Govt. has also introduced a scheme for assisting tea exporters towards meeting the additional transport and handling charges incurred for teas exported through ICD, Aminagaon in Assam.